

ABSTRACT

This study aims to determine the influence of the service quality, price and promotion of the customer satisfaction on the Dyriana Bakery & Café Pandanaran Semarang. This research also aims to analyze the most dominant factors that influence on customer satisfaction on the Dyriana Bakery & Café Pandanaran Semarang. The population used in this study is consumers who ever or frequently come on the Dyriana Bakery & Café Pandanaran Semarang. The sample in this study are 100 respondents and the techniques used are non-probability sampling technique with the approach of purposive sampling (it means that sample based on a specific target, while the criteria of the sampling were of the respondents who ever shopped at least 2 times in Dyriana Bakery & Café Pandanaran Semarang).

From the analysis result, the indicators in this study are valid and valid variables. The most dominant factor that influence on customer satisfaction are the service quality variable (with a regression coefficient of 0.267), then the price variable (with a regression coefficient 0.452), and the last is the promotion variable (with regression coefficient of 0.170). The independent variables in this study are good enough in explaining the dependent variable (customer satisfaction).

Writer's advice is Dyriana Bakery & Café Pandanaran Semarang need to preserve the good things that have been assessed by consumers and repair the things that not good enough in consumers sight.

Key words: service quality, price, promotion, customer satisfaction.